

Demographic Summary	2015	2020
Population	2,305	2,211
Households	1,099	1,049
Families	509	n/a
Median Age	42.7	42.3
Median Household	\$48,512	\$53,879

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$428.24	\$470,684
Admission to Movies, Theater, Opera, Ballet	\$31.46	\$34,579
Admission to Sporting	\$31.63	\$34,767
Fees for Participant Sports, excl. Trips	\$51.28	\$56,363
Fees for Recreational Lessons	\$66.99	\$73,629
Membership Fees for Social/Recreation/Civic Clubs	\$120.20	\$132,114
Dating Services	\$0.54	\$599
Rental of Video Cassettes and DVDs	\$11.54	\$12,679
Toys & Games	\$54.80	\$60,227
Toys and Playground Equipment	\$1.72	\$1,892
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$1.92	\$2,110
Sports, Recreation and Exercise	\$102.65	\$112,822
Exercise Equipment and Gear, Game Tables	\$24.52	\$26,949
Bicycles	\$16.85	\$18,516
Camping Equipment	\$7.78	\$8,547
Hunting and Fishing Equipment	\$40.32	\$44,312
Winter Sports Equipment	\$2.79	\$3,063
Water Sports Equipment	\$2.81	\$3,089
Other Sports Equipment	\$5.67	\$6,231
Rental/Repair of Sports/Recreation/Exercise Equipment	\$1.93	\$2,123
Photographic Equipment and Supplies	\$30.45	\$33,470
Film	\$0.65	\$714
Film Processing	\$5.00	\$5,495
Photographic Equipment	\$15.06	\$16,552
Photographer Fees/Other Supplies & Equip Rental/Repair	\$9.74	\$10,704
Reading	\$65.93	\$72,469
Magazine/Newspaper Subscriptions	\$31.21	\$34,307
Magazine/Newspaper Single Copies	\$7.93	\$8,720
Books	\$24.02	\$26,403
Digital Book Readers	\$26.85	\$29,513

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

Demographic Summary	2015	2020
Population	4,204	4,060
Households	1,925	1,850
Families	994	n/a
Median Age	42.1	42.0
Median Household	\$50,145	\$55,750

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$462.76	\$890,580
Admission to Movies, Theater, Opera, Ballet	\$34.33	\$66,072
Admission to Sporting	\$33.66	\$64,770
Fees for Participant Sports, excl. Trips	\$55.16	\$106,160
Fees for Recreational Lessons	\$72.81	\$140,116
Membership Fees for Social/Recreation/Civic Clubs	\$129.51	\$249,250
Dating Services	\$0.58	\$1,117
Rental of Video Cassettes and DVDs	\$12.50	\$24,057
Toys & Games	\$59.74	\$114,966
Toys and Playground Equipment	\$2.08	\$4,002
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.06	\$3,969
Sports, Recreation and Exercise	\$109.83	\$211,365
Exercise Equipment and Gear, Game Tables	\$26.66	\$51,303
Bicycles	\$17.90	\$34,442
Camping Equipment	\$8.24	\$15,851
Hunting and Fishing Equipment	\$42.95	\$82,659
Winter Sports Equipment	\$2.99	\$5,762
Water Sports Equipment	\$2.90	\$5,580
Other Sports Equipment	\$6.14	\$11,816
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.06	\$3,964
Photographic Equipment and Supplies	\$33.21	\$63,920
Film	\$0.72	\$1,378
Film Processing	\$5.48	\$10,545
Photographic Equipment	\$16.17	\$31,118
Photographer Fees/Other Supplies & Equip Rental/Repair	\$10.85	\$20,874
Reading	\$70.24	\$135,184
Magazine/Newspaper Subscriptions	\$33.06	\$63,615
Magazine/Newspaper Single Copies	\$8.43	\$16,230
Books	\$25.82	\$49,693
Digital Book Readers	\$29.21	\$56,212

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).

Demographic Summary	2015	2020
Population	4,666	4,512
Households	2,075	1,995
Families	1,081	n/a
Median Age	41.7	41.7
Median Household	\$51,202	\$56,985

	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	\$471.50	\$978,166
Admission to Movies, Theater, Opera, Ballet	\$34.95	\$72,502
Admission to Sporting	\$34.33	\$71,211
Fees for Participant Sports, excl. Trips	\$56.14	\$116,476
Fees for Recreational Lessons	\$74.56	\$154,672
Membership Fees for Social/Recreation/Civic Clubs	\$131.88	\$273,598
Dating Services	\$0.59	\$1,216
Rental of Video Cassettes and DVDs	\$12.61	\$26,162
Toys & Games	\$60.61	\$125,744
Toys and Playground Equipment	\$2.11	\$4,374
Play Arcade Pinball/Video Games	n/a	n/a
Online Entertainment and Games	\$2.09	\$4,337
Sports, Recreation and Exercise	\$112.02	\$232,386
Exercise Equipment and Gear, Game Tables	\$27.14	\$56,306
Bicycles	\$18.03	\$37,400
Camping Equipment	\$8.38	\$17,386
Hunting and Fishing Equipment	\$44.14	\$91,563
Winter Sports Equipment	\$3.06	\$6,338
Water Sports Equipment	\$2.94	\$6,101
Other Sports Equipment	\$6.25	\$12,972
Rental/Repair of Sports/Recreation/Exercise Equipment	\$2.09	\$4,333
Photographic Equipment and Supplies	\$33.70	\$69,918
Film	\$0.73	\$1,524
Film Processing	\$5.54	\$11,487
Photographic Equipment	\$16.38	\$33,989
Photographer Fees/Other Supplies & Equip Rental/Repair	\$11.04	\$22,913
Reading	\$70.96	\$147,209
Magazine/Newspaper Subscriptions	\$33.36	\$69,208
Magazine/Newspaper Single Copies	\$8.51	\$17,645
Books	\$26.12	\$54,192
Digital Book Readers	\$29.52	\$61,246

Source: Synergos Technologies, Inc. forecasts. Consumer spending data are derived from the Consumer Expenditure Survey, Bureau of Labor Statistics, 2012 (2012/2013).